

Figure 1

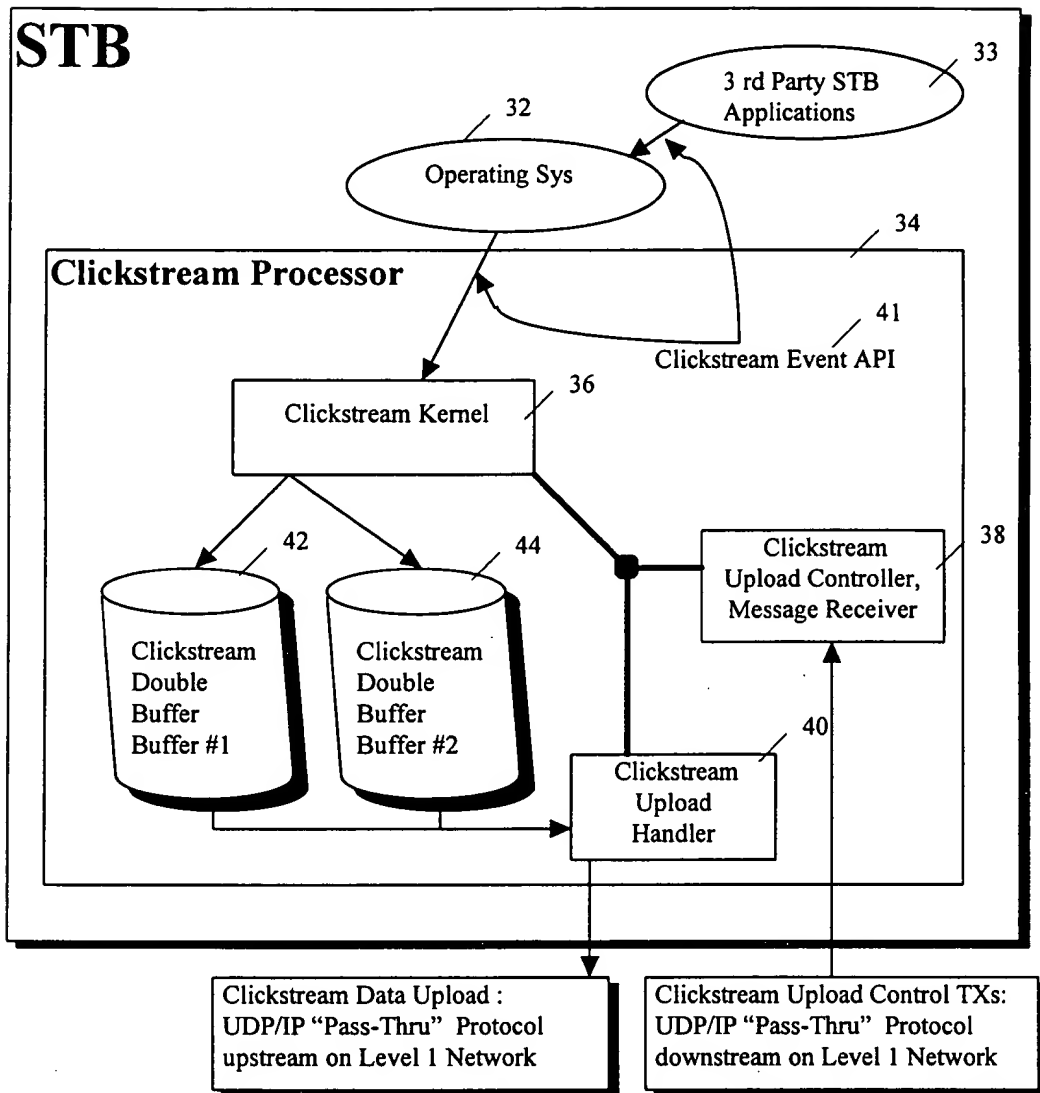


Figure 2

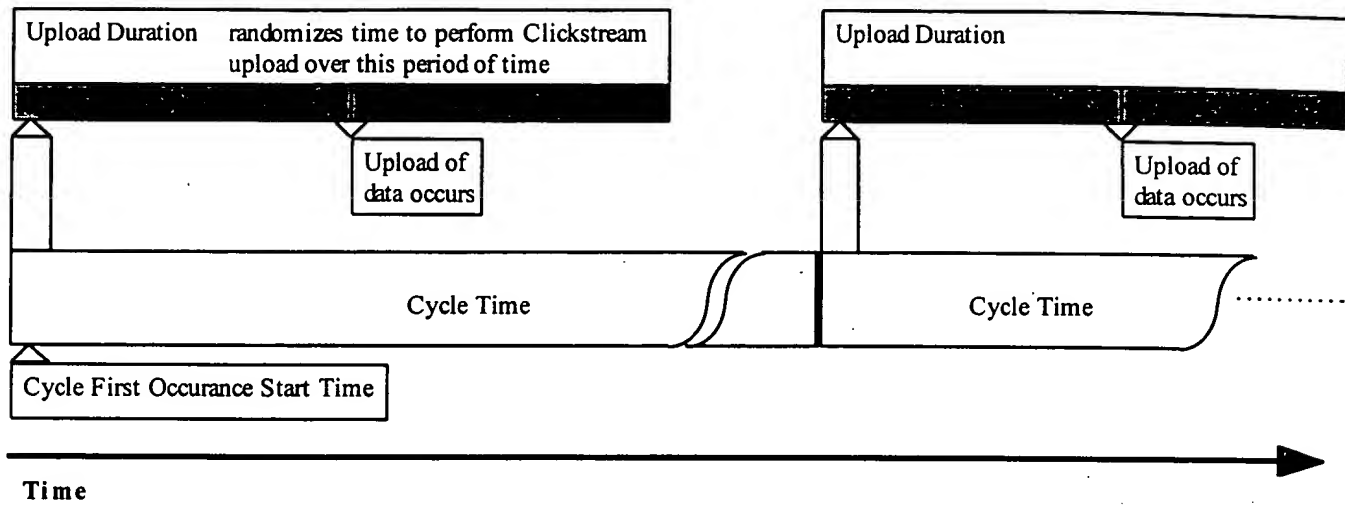


Figure 3

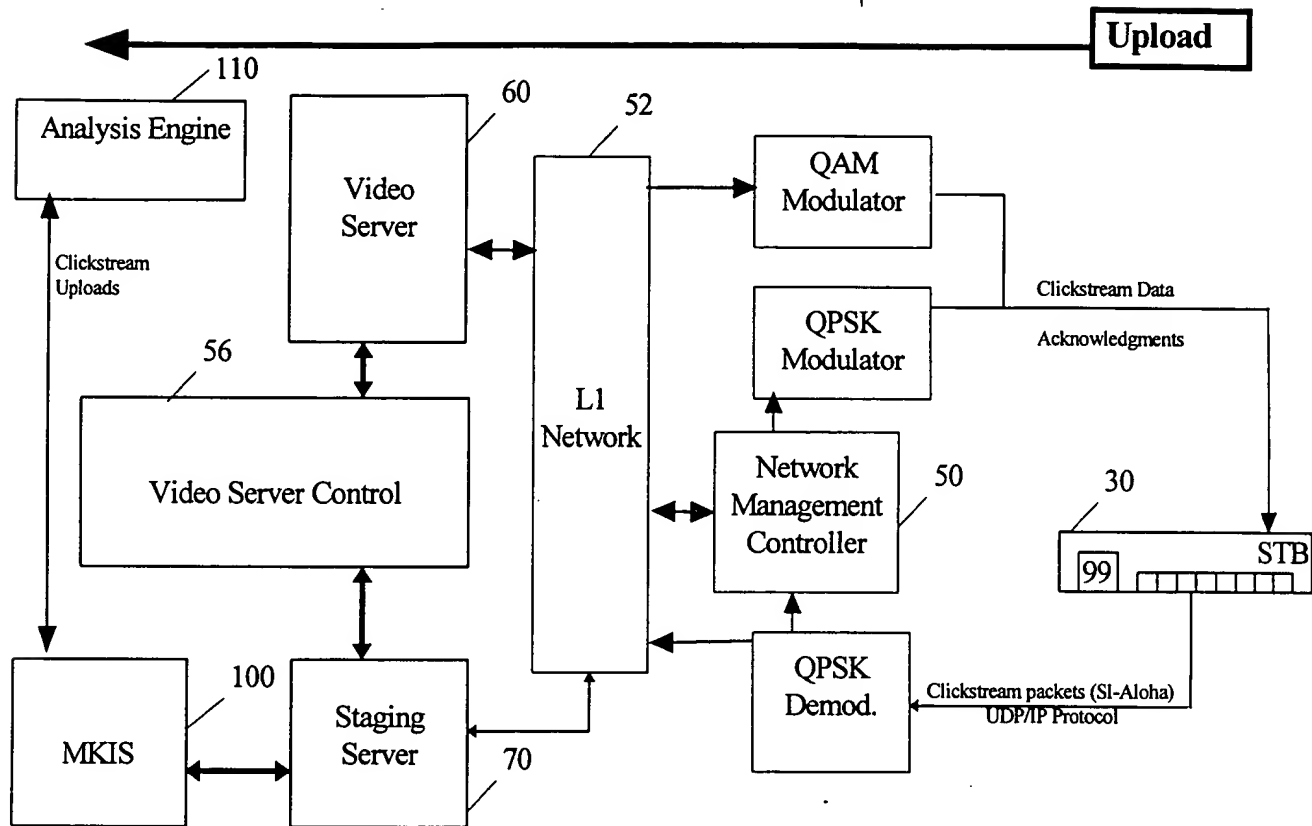


Figure 4A

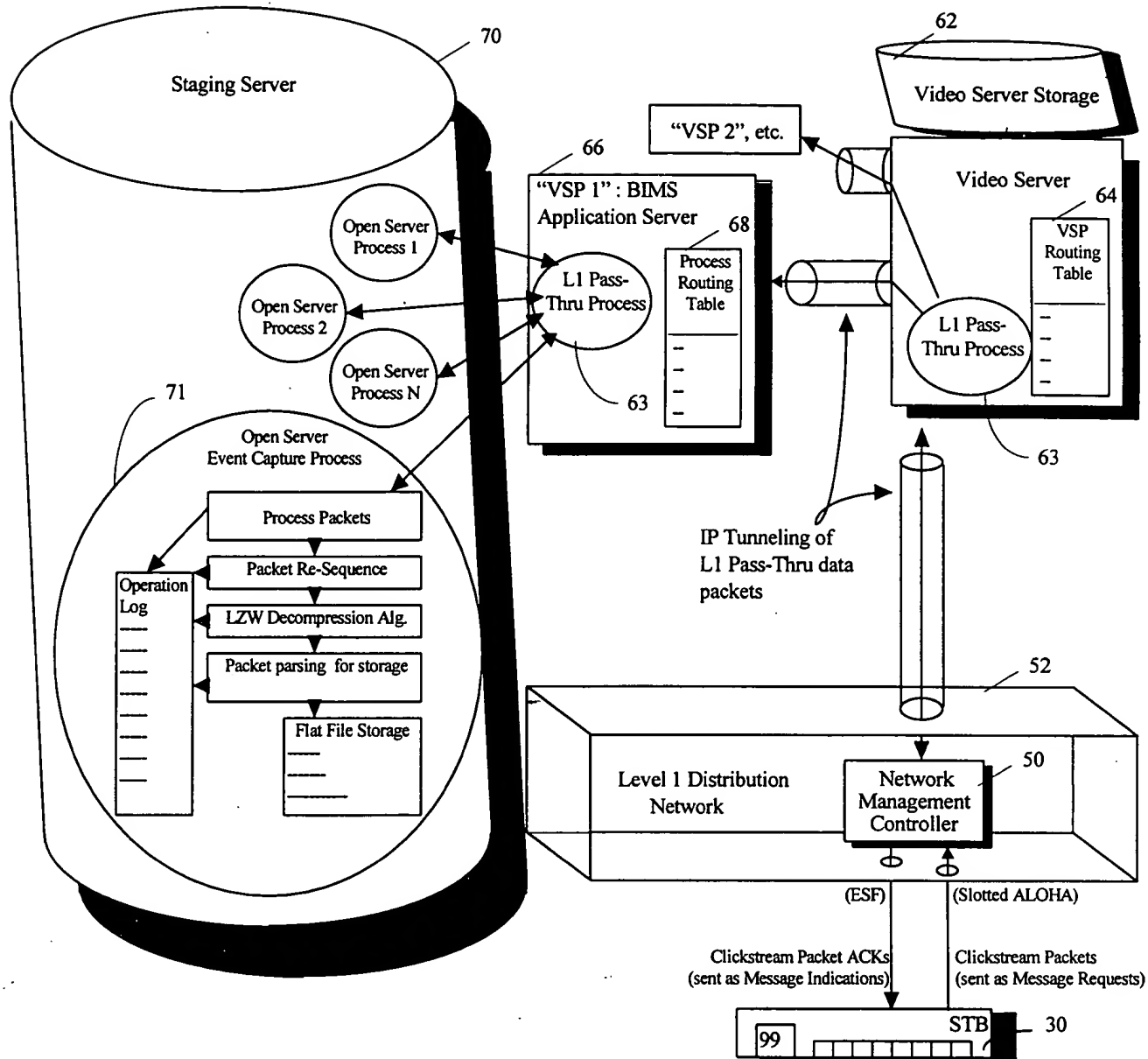


Figure 4B

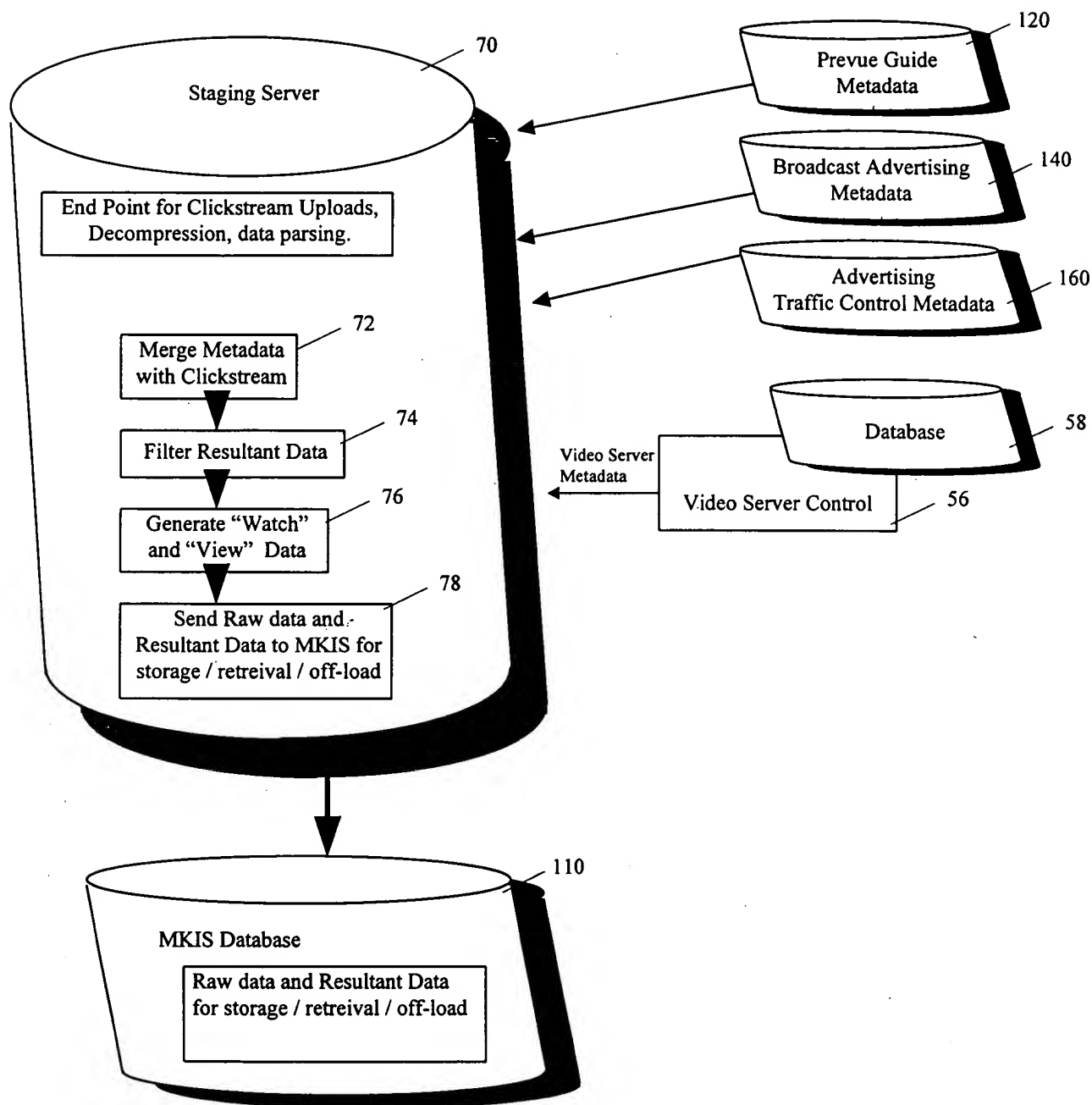


Figure 5

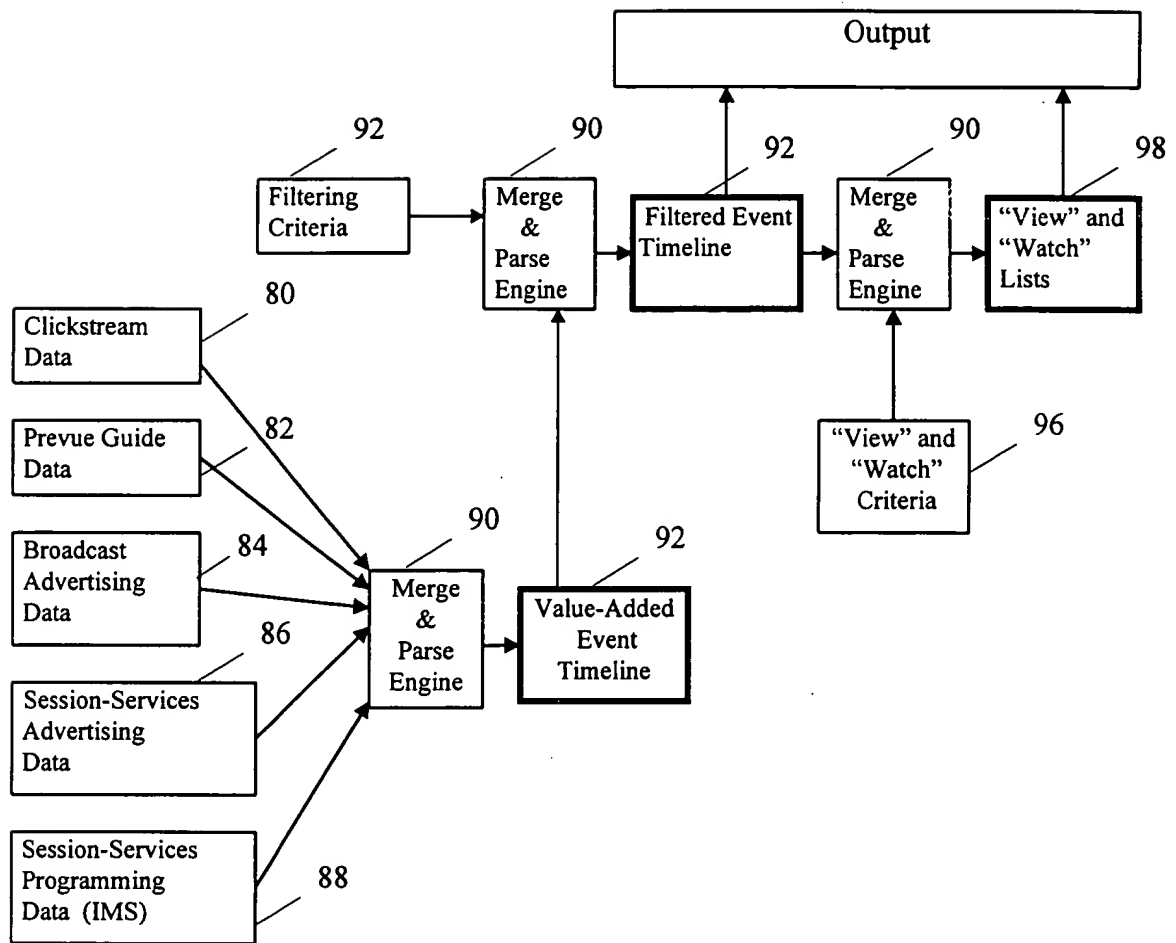


Figure 6A

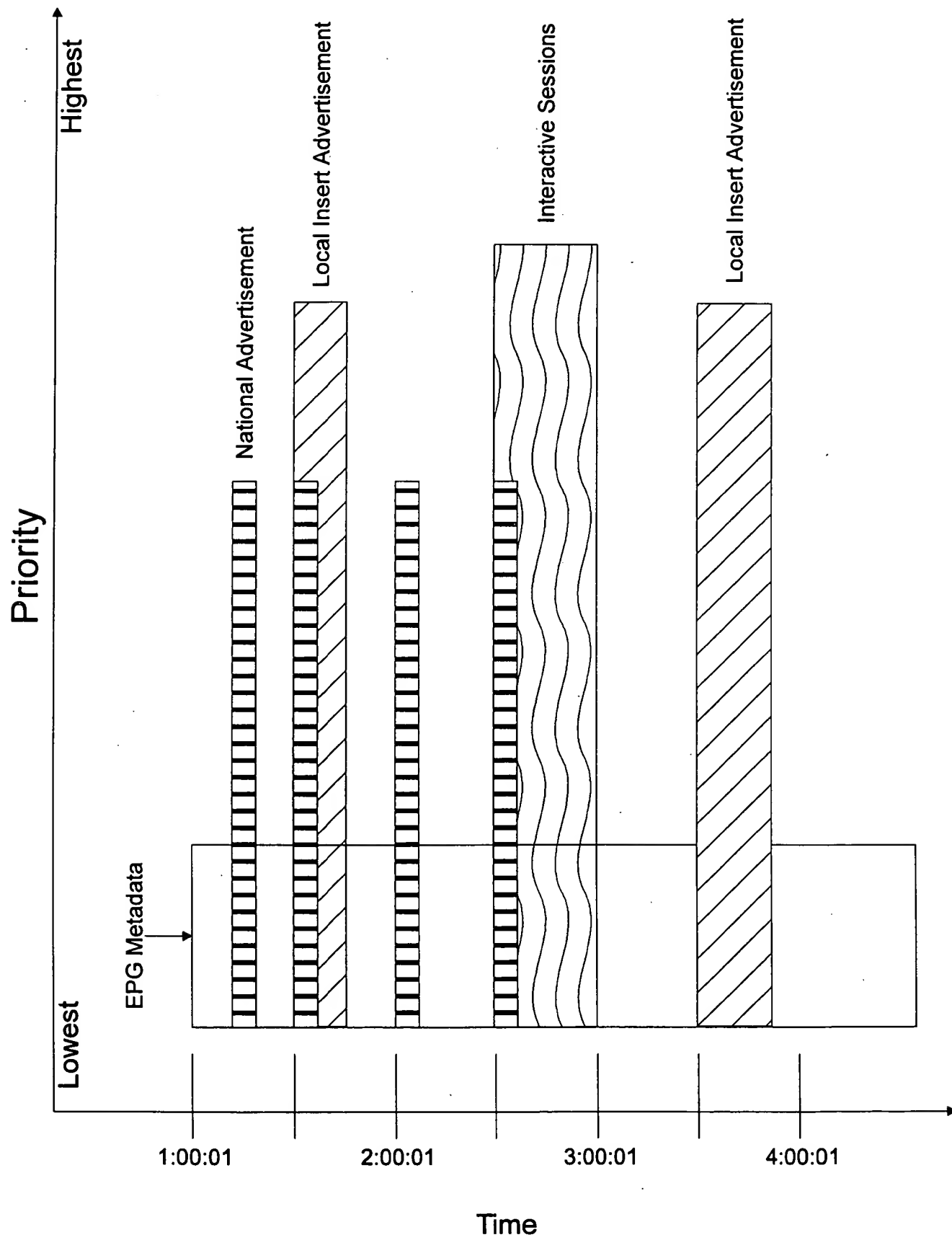


Figure 6B



# Clickstream Data 80

	Timestamp	Application ID	# Bytes to Follow	Application Specific Data	
				Event ID	Channel ID
Event Record	3:59:30pm	Cable App.	4 bytes	Power On	ABC
Event Record	4:00:00pm	Cable App.	4 bytes	Channel Up	NBC
Event Record	4:04:17pm	Cable App.	4 bytes	Channel Up	TBS
Event Record	4:06:25pm	Cable App.	4 bytes	Channel Dwn	NBC
Event Record	4:15:45pm	Cable App.	4 bytes	Channel Up	TBS
Event Record	4:55:45pm	Cable App.	4 bytes	Power Off	None

# Prevue Guide Data 82

	Content ID	Channel ID	Start Time	End Time
Content Record	National News	ABC	3:30:00pm	4:00:00pm
Content Record	Murphy Brown	NBC	3:59:00pm	4:30:00pm
Content Record	Simpsons	NBC	4:30:00pm	4:59:00pm
Content Record	N.G.Explorer	TBS	3:05:00pm	4:05:00pm
Content Record	Andy Griffith	TBS	4:05:00pm	4:35:00pm
Content Record	NBA Basketball	TBS	4:35:00pm	6:05:00pm

# Broadcast Advertising Data 84

	Content ID	Channel ID	Start Time	End Time
Content Record	Coca Cola #10	NBC	4:00:30pm	4:01:00pm
Content Record	Visa #2	NBC	4:01:00pm	4:01:30pm
Content Record	Delta #1	TBS	4:03:30pm	4:04:00pm
Content Record	Delta #3	TBS	4:04:00pm	4:04:30pm
Content Record	Visa #21	TBS	4:04:30pm	4:05:00pm

Parse and Merge Data

# Clickstream Timeline 92

	Timestamp	App. ID	# Bytes to Follow	Application Specific Data		
				Event ID	Channel ID	Content ID
Event Record	3:59:30pm	Cable App.	6 bytes	Power On	ABC	National News
Event Record	4:00:00pm	Cable App.	6 bytes	Channel Up	NBC	Murphy Brown
Event Record	4:00:30pm	Cable App.	6 bytes	Change Content	NBC	Coca Cola #10
Event Record	4:01:00pm	Cable App.	6 bytes	Change Content	NBC	Visa #2
Event Record	4:01:30pm	Cable App.	6 bytes	Change Content	NBC	Murphy Brown
Event Record	4:03:17pm	Cable App.	6 bytes	Channel Up	TBS	N.G.Explorer
Event Record	4:03:30pm	Cable App.	6 bytes	Change Content	TBS	Delta #1
Event Record	4:04:00pm	Cable App.	6 bytes	Change Content	TBS	Delta #3
Event Record	4:04:30pm	Cable App.	6 bytes	Change Content	TBS	Visa #21
Event Record	4:03:17pm	Cable App.	6 bytes	Change Content	TBS	N.G.Explorer
Event Record	4:05:00pm	Cable App.	6 bytes	Change Content	TBS	Andy Griffith
Event Record	4:06:25pm	Cable App.	6 bytes	Channel Dwn	NBC	Murphy Brown
Event Record	4:15:45pm	Cable App.	6 bytes	Channel Up	TBS	Andy Griffith
Event Record	4:35:00pm	Cable App.	6 bytes	Change Content	TBS	NBA Basketball
Event Record	4:55:45pm	Cable App.	6 bytes	Power Off	None	

Figure 7